LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
[FD41]
AD# 344-C2 Rev. 1-"WHAT A CATCH!"-REQ# M-93308-Page 4/C (9" x 12")-Newstabs. 1987

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PLAYERS LIGHTS 25's

5 extra per pack!

What a catch!

25 for the price of 20.

Kings & 100's
Regular and Menthol

Mfr's. suggested pricing based on full-price brands.

Kings: 10 mg "tar," 0.8 mg nicotine –
100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

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Source: https://www.industrydocuments.ucsf.edu/docs/nzjn0003

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